

[METHOD FOR CLIENT-SIDE PERSONALIZATION]

Abstract of Disclosure

A method or data processing system readable medium can be used for communications between a user and a network site. The method or medium may allow a user to determine what, if any, personal information should be transmitted to the network site. In one embodiment, the user may request personalization information including personalization rule(s) from the network site. The user can generate personalization logic based on the personalization information. In this manner, the user has better control over his or her personal information. The server computer at the network site may benefit because it does not have to generate the personalization logic for the user. Accordingly, the server computer at the network site may be able to accommodate more users or can respond to them faster.

Figures